ABSTRACT: PURPOSE: To vary and display the price of an article whose price varies frequency like perishables, by detecting the time of price variation preset at a center side.

CONSTITUTION: Electronic registers ECR1∼ECRN installed at counters as terminal equipments transmit and receive data to and from a data collector DCR through a transmission lin L. The data collector DCR performs retrieval at intervals of one minute, and consequently the contents (current time) of a timer buffer TM are comparaed with the contents (price variation time) of the storage area of a memory 7 specified by the register X, thereby sending the contents (varied price) of the storage area of the memory 7 to the prescribed electronic register X at the variation time. Other electric registers X set the contents (varied price), transmitted from the data collector DCR, in its storage area as a new price.